

CLAIMS

1. (Currently Amended) A method comprising:
providing a list of advertisements to be displayed, wherein one or more of the
advertisements comprise a link to be selected by a user to conduct a real time
communication between the user and an advertiser, a rate to compensate the user
to conduct the real-time communication with the advertiser, and an indicia of
whether the advertiser is currently available for real-time communication with the
user;
receiving, from one or more users, ~~one or more selections for a~~ selection of the selected
advertising link from one or more interactive advertising links the list of
advertisements;
responsive to the ~~one or more selections for~~ selection of the selected advertising link,
establishing a ~~link~~ connection for real time communications between the one or
more users and ~~an the advertiser of the selected advertising link;~~ and
compensating the one or more users based on ~~input provided to the rate and a duration of~~
the real time communications between the one or more users and the advertiser
~~via the link for real time communications.~~
2. (Currently Amended) The method of claim 1, further comprising:
receiving a request from an advertiser to establish an interactive advertising link; and
placing a link for an interactive advertisement among the ~~one or more interactive~~
advertising links advertisements.
3. (Original) The method of claim 2, further comprising:
generating a record in an advertiser database, the record including advertiser information
contained in the request, wherein the advertiser information includes one or more
of a compensation price, real-time advertiser availability, specific type of the
advertisement, languages spoken by the advertiser and additional compensation
incentives.
4. (Original) The method of claim 1, wherein the compensating the one or more users
further comprises:

billing the advertiser a billing amount for each interaction with the one or more users; and transferring the billing amount to the one or more users.

5. (Original) The method of claim 4, wherein the billing the advertiser further comprises:
measuring a duration of the interaction between the one or more users and the advertiser;
and
calculating the billing amount for the advertiser based on the duration of the interaction
and a time-based price paid by the advertiser.
6. (Canceled)
7. (Original) The method of claim 1, wherein each selection from a user includes one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.
8. (Currently Amended) The method of claim 1, ~~wherein prior to the receiving the one or more selections from the one or more users, the method further comprises~~ comprising:
receiving a request from a user for connection to an interactive advertisement system via a communications link;
establishing a connection between the user and the interactive advertisement system ~~in~~
~~order to~~ provide the user with an interaction with a chosen advertiser; and
providing the user with a list of multiple advertisement types available from the interactive advertisement system.
9. (Currently Amended) The method of claim 1, wherein the selection of the link comprises the selection of an interactive seminar link to a selected interactive seminar; ~~one or more interactive advertising links include one or more interactive seminar links and following selection of a selected interactive seminar by the one or more users, the establishing of the connection the link for real time communications~~ further comprises:
establishing a real-time video communications link between the one or more users and an advertiser of the selected interactive seminar;
providing additional incentive-based links to the one or more users to provide additional feedback; and

enabling the one or more users to purchase one or more items advertised by the interactive seminar.

10. (Currently Amended) The method of claim 1, ~~wherein following the establishing the link for real time communications, the method further comprises~~ comprising:
providing additional incentive-based links to the one or more users to provide additional feedback; and
enabling the user to purchase one or more items advertised by the selected ~~advertising~~ link.
11. (Original) The method of claim 1, wherein the compensating the one or more users further comprises:
enabling a user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.
12. (Original) The method of claim 11, further comprising:
charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and
transferring the predetermined amount to the advertiser.
13. (Currently Amended) The method of claim 11, wherein the ~~link~~ connection comprises a telephone ~~link~~ connection between the user and the advertiser of the selected ~~advertising~~ link.
14. (Currently Amended) The method of claim 1, ~~wherein providing the one or more interactive advertising links further comprises~~ comprising:
responsive to receiving, from an advertiser interface, a request to activate an interactive seminar ~~included among the one or more interactive advertising links ; advertised by one of the advertisements,~~ activating the seminar; ~~such that to allow~~ one or more users ~~can~~ to select and participate in the interactive seminar; and
responsive to receiving, from the ~~advertise~~ advertiser interface, a request to de-activate the interactive ~~seminar once the seminar is closed; and seminar,~~ de-activating the

interactive seminar ~~to prevent, such that additional users can no longer participate from participating~~ in the interactive seminar.

15. (Canceled)
16. (Currently Amended) A computer readable storage medium including program ~~instruction that directs~~ instructions that direct a computer to ~~function in a specified manner when executed by a processor, the program instructions perform a method~~ comprising:
providing a list of advertisements to be displayed, wherein one or more of the
advertisements comprise a link to be selected by a user to conduct a real time
communication between the user and an advertiser, a rate to compensate the user
to conduct the real-time communication with the advertiser, and an indicia of
whether the advertiser is currently available for real-time communication with the
user;
receiving, from one or more users, ~~one or more selections for a~~ selection of the selected
advertising link from one or more interactive advertising links the list of
advertisements;
responsive to the ~~one or more selections for~~ selection of the selected advertising link,
establishing a ~~real-time communications link~~ connection for real time
communications between the one or more users and ~~an~~ the advertiser ~~of the~~
~~selected advertising link;~~ and
compensating the one or more users based on ~~input provided to the~~ rate and a duration of
the real time communications between the one or more users and the advertiser
~~via the real-time communications link.~~
17. (Currently Amended) The computer readable storage medium of claim 16, the method
further comprising:
receiving a request from an advertiser to establish an interactive advertising link; and
placing a link for an interactive advertisement among the ~~one or more interactive~~
~~advertising links~~ advertisements.

18. (Currently Amended) The computer readable storage medium of claim 17, the method further comprising:
generating a record in an advertiser database, the record including advertiser information contained in the request, wherein the advertiser information includes one or more of a compensation price, real-time advertiser availability, specific type of the advertisement, languages spoken by the advertiser and additional compensation incentives.
19. (Currently Amended) The computer readable storage medium of claim 16, wherein the ~~instruction for compensating the one or more users~~ user further comprises ~~instructions of:~~ billing the advertiser a billing amount for each interaction with the one or more users; and transferring the billing amount to the one or more users.
20. (Currently Amended) The computer readable storage medium of claim 19, wherein the billing the advertiser further comprises ~~instructions of:~~ measuring a duration of the interaction between the one or more users and the advertiser; and
calculating the billing amount for the advertiser based on the duration of the interaction and a time-based price paid by the advertiser.
21. (Canceled)
22. (Original) The computer readable storage medium of claim 16, wherein each selection from a user includes one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.
23. (Currently Amended) The computer readable storage medium of claim 16, wherein ~~prior to the instruction for receiving the one or more selections from the one or more users,~~ the method computer readable storage medium further comprises ~~instructions of:~~ receiving a request from a user for connection to an interactive advertisement system via a communications link;
establishing a connection between the user and the interactive advertisement system ~~in order~~ to provide the user with an interaction with a chosen advertiser; and

providing the user with a list of multiple advertisement types available from the interactive advertisement system.

24. (Currently Amended) The computer readable storage medium of claim 16, wherein the selection of the link comprises the selection of an interactive seminar link to a selected interactive seminar; ~~one or more interactive advertising links include one or more interactive seminar links and following selection of a selected interactive seminar by the one or more users~~, the establishing of the connection ~~the communications link~~ further comprises ~~the instructions of~~:
establishing a real-time video communications link between the one or more users and a provider of the selected interactive seminar;
providing additional incentive-based links to the one or more users to provide additional feedback; and
enabling the one or more users to purchase one or more items advertised by the interactive seminar.
25. (Currently Amended) The computer readable storage medium of claim 16, wherein ~~following the establishing a real-time communications link, the computer readable storage medium further includes instructions of~~ the method further comprises:
providing additional incentive-based links to the one or more users to provide additional feedback; and
enabling the one or more users to purchase one or more items advertised by the selected ~~interactive advertising link~~.
26. (Currently Amended) The computer readable storage medium of claim 16, wherein the ~~instruction for compensating the~~ one or more users user further comprises ~~instructions of~~:
enabling a user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.
27. (Currently Amended) The computer readable storage medium of claim 16, the method further comprising ~~the instructions of~~:

charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and transferring the predetermined amount to the advertiser.

28. (Currently Amended) The computer readable storage medium of claim 16, ~~further comprising the instructions of: using wherein the connection comprises~~ a telephone ~~as the communications link~~ connection between the user and the advertiser of the selected advertising link.
29. (Currently Amended) The computer readable storage medium of claim 16, wherein the method ~~comprising providing one or more interactive advertising links~~ further comprises: responsive to receiving, from an advertiser interface, a request to activate an interactive seminar ~~included among the one or more interactive advertising links; advertised by one of the advertisements,~~ activating the seminar; ~~such that to allow one or more users can to select and participate in the interactive seminar; and~~ responsive to receiving, from the ~~advertise~~ advertiser interface, a request to de-activate the interactive seminar ~~once the seminar is closed; and seminar,~~ de-activating the interactive seminar to prevent, ~~such that additional users can no longer participate from participating~~ in the interactive seminar.
30. (Canceled)
31. (Currently Amended) An online incentive-based advertising system comprising: a user interface to provide a list of advertisements to be displayed, wherein one or more of the advertisements comprise a link to be selected by a user to conduct a real time communication between the user and an advertiser, a rate to compensate the user to conduct the real-time communication with the advertiser, and an indicia of whether the advertiser is currently available for real-time communication with the user, the user interface to ~~for receiving one or more selection requests~~ receive from one or more users a selection of the link for an interactive advertisement from ~~one or more interactive advertisement links stored in an advertisement database~~ the list of advertisements;

a processor ~~to receive the one or more selection requests from the one or more users for a selected interactive advertisement from the user interface, and to,~~ responsive to the one or more selection requests for the interactive advertisement of the link, establish a ~~real-time communications link~~ connection for real time communications between the one or more users and ~~a provider of the selected interactive advertisement for interaction via the communications link~~ the advertiser; and

a compensation ~~procedure~~ unit to compensate the one or more users ~~user~~ based on ~~input provided to the advertiser~~ the rate and a duration of the real time communications between the one or more users and the advertiser; and ~~via the real-time communications link.~~

compensating the one or more users based on the rate and a duration of the real time communications between the one or more users and the advertiser.

32. (Currently Amended) The system of claim 31, wherein the user interface: provides the user with a list of fields of advertisements, accepts a type of advertisements desired by the user, provides the user with a list of interactive advertisements stored in ~~the~~ an advertisement database which match the type of advertisement desired by the user, ~~and a~~ and receives the selection from the user ~~for a selected advertiser.~~
33. (Currently Amended) The system of claim 31, further comprising: an advertiser interface ~~for receiving~~ to receive a request from an advertiser to establish an interactive advertising link, and generate a record in ~~the~~ an advertisement database, the record including provider information contained in the request.
34. (Original) The system of claim 33, wherein the provider information includes one or more of a compensation price, real-time advertiser availability, specific type of the advertisement, languages spoken by the advertiser and additional compensation incentives.
35. (Currently Amended) The system of claim 31, ~~wherein the communications link further comprises~~ comprising:

- a public switched telephone network interface coupled to the processor to connect the user to the advertiser ~~of the selected advertisement~~.
36. (Currently Amended) The system of claim 31, ~~wherein the communications link further comprises~~ comprising:
a wireless communications network interface coupled to the processor to connect the user to the advertiser ~~of the selected advertisement~~.
37. (Currently Amended) The system of claim 31, wherein the ~~communications link further connection~~ connection comprises:
a video link to connect the user to the advertiser ~~of the selected advertisement~~.
38. (Currently Amended) The system of claim 31, wherein the ~~communications link further connection~~ connection comprises:
a voice communication link to connect the user to the advertiser ~~of the selected advertisement~~.
39. (Currently Amended) The system of claim 31, further comprising:
a banner advertisement link ~~procedure~~ module to generate an interactive advertisement link as a ~~web page banner advertisement in a web page of an advertiser web site~~.
40. (Currently Amended) The system of claim 31, further comprising:
a banner advertisement link ~~procedure~~ module to generate an interactive advertisement link as a ~~web page banner advertisement in a web page returned from~~ of a search engine web site.
41. (Currently Amended) The method of claim 1, wherein the selection of the link comprises a selection of a link to an interactive poll; ~~one or more interactive advertisement links include one or more interactive polls~~; and wherein a user selecting ~~a~~ the poll is compensated for providing a response to the poll.
42. (Currently Amended) The method of claim 1, ~~further comprising: wherein the providing the list of advertisements comprises~~ providing a web page including the one or more interactive advertising links to receive the one or more selections selection.

43. (Currently Amended) The method of claim 42, wherein the connection for real time communications between the one or more users and the advertiser ~~real-time communications link established~~ is separate from a communications link used in the providing of the web page.
44. (Currently Amended) The method of claim 1, wherein the establishing of the connection ~~real-time communications link~~ comprises:
conferencing together a first real-time communications link established to the one or more users and a second real-time communications link established to the advertiser ~~of the selected advertising link~~.
45. (Currently Amended) The method of claim 44, wherein the advertiser is concurrently connected to more than one user who selected the ~~advertising~~ link.